



# 2016 Lunar New Year Festival



# 2016 Lunar New Year Festival

## Event Details



### Date & Time

Jan. 30, 2016 10:00 am ~ 9:00 pm

Jan. 31, 2016 10:00 am ~ 7:00 pm



### Festival Location

Along Garvey Avenue, City of Monterey Park  
From Ramona Ave. to Alhambra Ave.

### Co-Produced by

City of Monterey Park

World Journal LA, LLC

City of Monterey Park Business Improvement  
District Advisory Committee



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## About Lunar New Year Festival



## Year of the Monkey

The Lunar Chinese New Year is traditionally celebrated for a 15-days period which generally falls in January & February on the lunar calendar. For Year of the Monkey, Chinese New Year day falls on Monday, February 8th.

Family unity is the central theme of the Lunar Chinese New Year. It is a time when families gathers together from around the world to celebrate. While people celebrate the festival in various ways, the main activities revolve around well-wishing, good food, shopping, and entertainment. Many Chinese customs are practiced throughout this period to symbolize a new beginning: Homes and businesses are cleaned and decorated, new items are bought to replace the old, and new clothes are worn (specifically on New Year's Day).







## Lunar New Year Festival at Monterey Park

The City of Monterey Park and the World Journal LA, LLC are partnering up again to produce the festival of the year- the Chinese New Year Festival - to celebrate the Chinese Lunar New Year on Jan. 30th and 31st. The event takes up one mile, or 7 street blocks and features 2 performance stages, drawing hundreds of thousands of people to celebrate the New Year.

With family unity as the central theme, we hope to bring families together to celebrate this holiday season through good food, shopping, and entertainment. In addition to being a family friendly event, it is also a prime opportunity for businesses to gain exposure and community interactions.





## Prime Opportunity for Your Business

### **Connect**

Opportunity to interact  
and connect with  
Chinese communities  
and promote corporate  
images

### **Targeted Demographic**

City of Monterey Park is  
the heart of Chinese  
Community in  
Southern California  
with the most  
concentrated Asian  
population

### **Full Support**

Fully supported by City  
of Monterey Park and  
many community  
organizations and  
associations

A large, dense crowd of people is shown from a high angle, filling a street. The image has a strong red color overlay. In the background, various signs are visible, including one that says "After Death the Judgment HOLYBIBLE" and another with Chinese characters "生命真理" (Life Truth) and "我就是" (I am). There are also red balloons and a white tent on the right side. The overall scene depicts a large-scale public gathering.

# 250,000

People attended the 2015 Lunar New Year Festival





2015 Lunar New Year Festival





2015 Lunar New Year Festival





2015 Lunar New Year Festival

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## World Journal's Multimedia Platforms





## World Journal Newspaper

**World Journal Los Angeles**  
(WJLA) covers the southern half of California and many more western states, including Nevada and Texas. Southern California: Los Angeles County, Orange County, Ventura County, San Diego County, Riverside County, San Bernardino County



### DAILY NEWS

365 days a year, issuing 84 pages on weekdays and 120 pages on weekends

# World Journal Mobile App & Website



210,385 downloads



50,000+ openings daily



Younger Demographic

76% of users are between  
18 and 44 years old

**WJ Mobile App** provides the latest  
news for readers on the go  
whenever and wherever via  
smartphones or tablets

## World Journal Website



1,000,000+ page views daily

# Social Media Platforms

## Facebook

- World Journal LA Fan Page

## WeChat

- LAeLife (Los Angeles)
- LVeLife (Las Vegas)
- TXeLife (Taxes)

## Weibo

- Los Angeles World Journal
- World Journal

## Twitter

## Youtube





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## Promotion Channels



### **Street Banners**

4 announcement  
banners for 21 days  
in Monterey Park



### **Print Media**

World Journal, Los  
Angeles Times, San  
Gabriel Tribute, La  
Opinion



### **Radio**

Chinese & Hispanic  
radio broadcast



### **Digital**

APP, Web, Social  
Media



### **TV**

Local Chinese  
television channels

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## Sponsorship Packages



		Industry Exclusive \$50,000	Superior \$35,000	Diamond \$20,000	Jade \$10,000	Platinum \$5,000	Gold \$3,000
Pre-Event Benefits	Large banner on streets 3 wks before event w/ sponsor's name & logo (4 locations)	✓					
	VIP at Event press conference	✓	✓	✓			
	Guest speaker at event press conference	✓					
	Sponsor's banner at press conference	✓	✓				
Event Benefits	Prime location booth space (Catering to sponsor's need. Max 4)	Max. 4	Max. 4	Max. 4	Max. 3	Max. 2	1
	Event entrance banner on balloon arch	1	1				
	Logo on 2 stage backdrops	2(L)	2(L)	2(M)	2(M)	2(R)	1(R)
	Sponsor's vertical banner on street lamp post	8	6	6	4	2	2
	VIP at ribbon cutting ceremony	✓	✓	✓			
	Sponsor to be identified at opening ceremony	✓	✓	✓	✓	✓	✓
	Guest speaker at opening ceremony	✓	✓				
	Sponsor's stage time (15 min)	4	2	2			
	Performance in honor of sponsor	Dragon Dance	Lion Dance	Lion Dance			
	Sponsor to be announced thru. event duration	20	18	16	12	8	
	Imprinted red envelopes of sponsor name & logo	2000/pks	1000/pks				
	Gift copy of event video for sponsor	✓	✓	✓	✓		
Media Benefits	Sponsor name & logo on all event agenda	✓	✓	✓	✓	✓	✓
	Sponsor color ad on event agenda	BC FP	F/P	H/P	H/P	Q/P	
	Sponsor name & logo on event poster	✓	✓	✓	✓	✓	✓
	Sponsor name & logo on all event TV cf	✓	✓	✓	✓	✓	✓
	Sponsor name & logo on event print ad	✓	✓	✓	✓	✓	✓
	Sponsor name & logo on www.la.worldjournal.com	✓	✓	✓	✓	✓	✓
	1/2 page World Journal color feature exposures for sponsor's business	✓	✓	✓			
	Post event centerfold pictorial coverage in WJ (w/ two quarter page color AD)	✓	✓				

# Industry Exclusive \$50,000

## Pre-event

Sponsor's name & logo on Event announcement banner on streets (4 Locations in Monterey Park)  
21 days before Event.  
VIP at Event press conference and full recognition in press releases.  
Guest speaker at Event press conference.  
Sponsor's banner (10' x 3') exclusively at press conference.  
1 Blimp Balloon with sponsor's name, logo or slogan.

## Onsite

Prime booth location and space.  
(Catering to Sponsor's need. Max.4 booths)  
Sponsor's name & logo banner on Event entrance balloon arch.  
Sponsor's name & logo (Large) on Event stages backdrop.  
Eight (8) street lamp post vertical banners with sponsor's name & logo along Garvey Ave.  
Sponsor to be identified at Event opening ceremony.  
VIP at the ribbon cutting ceremony.  
Guest speaker at the opening ceremony.  
Sponsor to be announced 20 times on stages thru Event duration.  
Four (4) Sponsor's stage time. (15 minutes each)  
Dragon Dance performance in honor of sponsor.  
Imprinted red envelopes with sponsor's name & logo.  
Fortune God distribute imprinted Red Envelopes with Sponsor name & logo.  
Gift copy of Event video for sponsor.

## Media

Sponsor's name & logo on all Event agenda.  
Sponsor's Color advertisement on Event agenda. (Back cover full page)  
Sponsor's name & logo on Event poster, pose out at Chinese supermarkets, book stores and restaurants.  
Sponsor's name & logo on all Event print advertisement. (Prime spot)  
Sponsor's name & logo on all Event TV c.f. (Prime space)  
Sponsor's name & logo on www.la.worldjournal.com  
½ page World Journal color feature exposures for sponsor's business.  
Post Event centerfold pictorial coverage in World Journal. (With 2 Quarter pages color AD)

# Superior Sponsor **\$35,000**

## Pre-event

VIP at Event press conference and full recognition in press releases.  
Sponsor's banner (10' x 3') exclusively at press conference

## Onsite

Prime booth location and space.  
(Catering to Sponsor's need. Max.4 booths)  
Sponsor's name & logo banner on Event entrance balloon arch.  
Sponsor's name & logo (Large) on Event stages backdrop.  
Six (6) street lamp post vertical banners with sponsor's name & logo along Garvey Ave.  
Sponsor to be identified at Event opening ceremony.  
VIP at the ribbon cutting ceremony.  
Guest speaker at the opening ceremony.  
Sponsor to be announced 18 times on stages thru Event duration.  
Two (2) Sponsor's stage time. (15 minutes each)  
Lion Dance performance in honor of sponsor.  
Imprinted red envelopes with sponsor's name & logo.  
Fortune God distribute imprinted Red Envelopes with Sponsor name & logo.  
Gift copy of Event video for sponsor.

## Media

Sponsor's name & logo on all Event agenda.  
Sponsor's Color advertisement on Event agenda. (full page)  
Sponsor's name & logo on Event poster, pose out at Chinese supermarkets, bookstores and restaurants.  
Sponsor's name & logo on all Event print advertisement. (Prime spot)  
Sponsor's name & logo on all Event TV c.f. (Prime space)  
Sponsor's name & logo on [www.la.worldjournal.com](http://www.la.worldjournal.com)  
½ page World Journal color feature exposures for sponsor's business.  
Post Event centerfold pictorial coverage in World Journal. (With 2 Quarter pages color AD)



## Diamond Sponsor \$20,000

<b>Pre-event</b>	VIP at Event press conference and full recognition in press releases
<b>Onsite</b>	<p>Prime booth location and space. (Catering to Sponsor's need. Max. 4 booths)</p> <p>Sponsor's name &amp; logo on Event stages backdrop. (Medium)</p> <p>Six (6) street lamp post vertical banners with sponsor's name &amp; logo along Garvey Ave.</p> <p>Sponsor to be identified at Event opening ceremony.</p> <p>VIP at the ribbon cutting ceremony.</p> <p>Sponsor to be announced 16 times on stages thru Event duration.</p> <p>Two (2) Sponsor's stage time. (15 minutes each)</p> <p>Lion Dance performance in honor of sponsor.</p> <p>Gift copy of Event video for sponsor.</p>
<b>Media</b>	<p>Sponsor's name &amp; logo on all Event agenda</p> <p>Sponsor's Color advertisement on Event agenda (Half page)</p> <p>Sponsor's name &amp; logo on Event poster, pose out at Chinese supermarkets, many bookstores and restaurants</p> <p>Sponsor's name &amp; logo on all Event print advertisement (Prime spot)</p> <p>Sponsor's name &amp; logo on all Event TV c.f. (Prime space)</p> <p>Sponsor's name &amp; logo on <a href="http://www.la.worldjournal.com">www.la.worldjournal.com</a></p> <p>½ page World Journal color feature exposures for sponsor's business</p>

## Jade Sponsor **\$10,000**

### **Onsite**

Prime booth location and space. ( Catering to Sponsor's need. Max. 3 booths. )  
Sponsor's name & logo on Event stages backdrop. ( Medium )  
Four (4) street lamp post vertical banners with sponsor's name & logo along Garvey Ave.  
Sponsor to be identified at Event opening ceremony.  
Sponsor to be announced 12 times on stages thru Event duration.  
Gift copy of Event video for sponsor.

### **Media**

Sponsor's name & logo on all Event agenda.  
Sponsor's Color advertisement on Event agenda. ( Half page )  
Sponsor's name & logo on Event poster, pose out at Chinese Supermarkets, bookstores and restaurant.  
Sponsor's name & logo on all Event print advertisement ( Prime spot )  
Sponsor's name & logo on all Event TV c.f. ( Prime space )  
Sponsor's name & logo on [www.la.worldjournal.com](http://www.la.worldjournal.com)

## Platinum Sponsor \$5,000

### Onsite

Prime booth location and space. ( Catering to Sponsor's need. Max. 2 booths )  
Sponsor's name & logo on Event stages backdrop. ( Regular )  
Two ( 2 ) street lamp post vertical banners with sponsor's name & logo along Garvey Ave  
Sponsor to be identified at Event opening ceremony  
Sponsor to be announced 8 times on stages thru Event duration.

### Media

Sponsor's name & logo on all Event agenda  
Sponsor's Color advertisement on Event agenda ( Quarter page )  
Sponsor's name & logo on Event poster, pose out at Chinese Supermarkets, many bookstores and restaurants  
Sponsor's name & logo on all Event print advertisement.  
Sponsor's name & logo on all Event TV c.f.  
Sponsor's name & logo on [www.la.worldjournal.com](http://www.la.worldjournal.com)



## Gold Sponsor \$3,000

### Onsite

Prime location booth space. ( Catering to Sponsor's need. 1 booth )  
Sponsor's name & logo on Event stages backdrop. ( Regular )  
Two ( 2 ) street lamp post vertical banners with sponsor's name & logo along Garvey Ave.  
Sponsor to be identified at Event opening ceremony

### Media

Sponsor's name & logo on all Event agenda  
Sponsor's name & logo on Event poster, pose out at Chinese supermarkets, many bookstores, restaurants  
Sponsor's name & logo on all Event print advertisement.  
Sponsor's name & logo on all Event TV c.f.  
Sponsor's name & logo on [www.la.worldjournal.com](http://www.la.worldjournal.com)

## Solo and Multi-Sponsorships

### Official Festival Red Envelopes

There will be 5,000 official red envelopes (5 pieces in a pack) for one sponsor to print its name & logo along with WJ name & logo. The sponsor may have free use of 1,000 official red envelopes. The remaining 4,000 will be given away at the festival.

**\$1,000**

### Balloon Arches

Two sets of balloon Arch(each arch size 30 ft(W) x 15 ft(H) will be set up at both end of the event venue along Garvey Ave. as the main entrance symbol. Each sponsor can advertise their company name, logo & slogan on each Balloon Arch pole (Banner size at 4ft(W) x 8 ft(H).

**\$5,000/pole**

### Blimp Balloon or Air Dancer

Both Blimp Balloon and Air Dancer can imprint with sponsor's name, logo or slogan. They will be display at the prime locations during the whole event. After the event, each set is for sponsor to keep.

**\$5,000 each**

### Sponsorship of "Year of the Monkey" LED lantern

Attractively designed "Year of the Monkey" LED lantern will be given away at event. With the Silver Sponsor of \$3,000, there will be 500 pcs LED lantern imprinted with sponsors name & logo (100 pcs for sponsor to use). Gold sponsor of \$5,000 will have 1,000 pcs imprinted with sponsor's name & logo(250 pcs for sponsor to use).

**\$3,000 / \$5,000**

## Solo and Multi-Sponsorships

### Festival PA system

The official Festival PA system will cover the venue along a section of seven blocks along Garvey Avenue of downtown Monterey Park. A 5-minute public information announcement will be carried on the hour and will include the name & slogan/greetings of the sponsor. ("This announcement is sponsored by \_\_\_\_\_ + slogan/greeting). The sponsor will get 36 audio exposures (9 hrs X 2 exposures X 2 days).

**\$5,000**

### Wishing Tree(s)

Wishing Trees attract younger visitors who want to make a wish or blessing by writing it on a card then tying it to the tree. Each card will feature sponsor's name & logo. After the festival, World Journal will publish a full-page special to honor the most outstanding wishing cards in writing or drawing. This will give added exposures to the sponsor's name & logo.

**\$5,000**





## Solo and Multi-Sponsorships

### Official Festival Photo Contest

A photo contest will be taking place throughout the festival, encouraging visitors to take pictures throughout the event to win prizes. Sponsor's name and logo will be frequently exposed by World Journal as it conducts the publicity campaign for the festival. A half-page special will be published to honor the works of the winners as well as the sponsor's name & logo.

**\$3,000**

### "LA Voice" Singing Contest

The "LA Voice" Singing Contest held at the Festival were extremely successful in the past 3 years. The promotion campaign for past events ran for 3 months during which sponsors were exposed frequently. This year, the promotion period is extended to 4 months, which includes promotions on print, web, App, and social media platforms, where sponsors can gain even more exposure opportunities.

**\$12,000 / \$6,000 / \$3,000**





# *Thank You!*

Contact Us:

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